WYBC 640 ON YOUR DIAL

The Yale Broadcasting Co.
Incorporated

BOX 242A YALE STATION
NEW HAVEN, CONN.
Telephone 5-6284

PROGRAM DEPARTMENT

Inter Office Memorandum

Program Director
Assistant Program Director
Assistant Program Director (adm.)
Assistant Program Director (opns)

News Department
Record Department
Sports Department
Continuity Department

Special Events Division
Recording Division
Supervisors
Chief Announcer - Monitor

INSTRUCTIONS REGARDING SALE OF TIME DURING FRESHMAN WEEK

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1) Commercial air time runs from ~~Tuesday~~ Wednesday, September 13th to Tuesday, September 20th. Air time during those days is as follows.

Wednesday, September 13th
SIGN ON 7:30 P.M.
SIGN OFF 1:00 A.M.
Thursday, September 14th
SIGN ON 1:00 PM.
SIGN OFF 1:00 A.M.
Friday, September 15th
SIGN ON 9:00 A.M.
SIGN OFF 11:30 A.M.
SIGN ON 7:00 P.M.
SIGN OFF 1:00 A.M.
Saturday, September 16th
SIGN ON 9:00 A.M.
SIGN OFF 1:00 A.M.
Sunday, September 17th
SIGN ON 2:00 P.M.
SIGN OFF 1:00 ~~P.M.~~ A.M.
Monday, September 18th
SIGN ON 7:00 P.M.
SIGN OFF 1:00 A.M.
Tuesday, September 20th
SIGN ON 9:00 A.M.
SIGN OFF 1:00 A.M.

We will hold informal broadcasting Tuesday, September 12th, from 7:30 P.M. until 1:00 A.M.

2) Only one minute commercials and five minute news summaries are for sale during Freshman week.

3) THE TIME AVAILABILITY SHEETS

Time available will be listed on the sheets in the program dep't. Space has been indicated on these sheets for three one minute commercials in a fifteen minute music segment, with a one minute commercial on each quarter hour. As time orders come in, a number will be crossed off the sheet. These will be touched only by persons doing the scheduling.

4) TIME RESERVATIONS will be handled in the usual manner, with the name of the prospective account, the times and dates desired, and the name of the salesman listed on the reservation, which you will post on the clipboard adjoining the operations board.

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PROGRAM DIRECTOR
ASSISTANT PROGRAM DIRECTOR
ASSISTANT PROGRAM DIRECTOR (ADM.)
ASSISTANT PROGRAM DIRECTOR (OPNS)

NEWS DEPARTMENT
RECORD DEPARTMENT
SPORTS DEPARTMENT
CONTINUITY DEPARTMENT

SPECIAL EVENTS DIVISION
RECORDING DIVISION
SUPERVISORS
CHIEF ANNOUNCER - MONITOR

5) Because of my abortive penmanship and a lack of talent in creative art, THERE WILL BE NO OPERATIONS SHEET MADE OUT FOR FRESHMAN WEEK. Instead, information as to programs and scheduled commercials will be kept in a composition ~~which is to be left at all times~~ notebook, which is to be left at all times in the upper right hand drawer of my desk.

6) PROCEDURE IN DETERMINING AVAILABLE TIME.

   a) Check the time availability sheets to make sure the time has not already been bought.
   b) Check the time reservations to make sure no one else is trying to sell that time.
   c) IMPORTANT: Check the OPERATIONS NOTEBOOK to make sure that no similar firm has been scheduled within FIFTEEN MINUTES of the time you desire. Then check the time reservations again for the same consideration.

   Once you have done this, you may procede to approach the buyer. NOTE THAT YOU DO NOT NEED DIRECT PERMISSION FROM THE PROGRAM DEPARTMENT IF YOU FOLLOW THIS PROCEDURE,

   d) If you have sold the advertisement, remove your time reservation upon giving me the time order.

7) THE TIME ORDER for the program department is to be left in my box. In order that I may be well informed as to your progress in the sales, and thus avoid any duplication in time sold, PLEASE HAVE THE TIME ORDER IN AS RAPIDLY AS POSSIBLE AFTER THE CONTRACTS HAVE BEEN SIGNED. IF POSSIBLE, CALL MY ATTENTION TO THE ORDER, SO I MAY SCHEDULE IT AS SOON AS POSSIBLE.

8) Time orders for Freshman week are to be kept separate from orders for air time when we resume our normal schedule.

Howie Eaton
Program Director